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Message Text

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PAGE 01 BONN 04739 151646Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
----------121233 160340Z /65
R 151637Z MAR 78
FM AMEMBASSY BONN
TO USDOC WASHDC
INFO SECSTATE WASHDC 6787
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT

UNCLAS BONN 04739

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: ADS REQUEST - PLASTO-O-MATIC VALVES, INC.,
TOTOWA, NEW JERSEY

DESPITE EXTENSIVE CANVASSING THE EMBASSY COULD LOCATE
ONLY THE FOLLOWING PROSPECT(S):

STRATER ANLAGENTECHNIK
RICHARD-WAGNER-STR. 8-12
4150 KREFELD
CONTACT: MR. STRATER
PHONE: 02151-59 71 77
TELEX: 853 302
COMMENT: FIRM ESTABLISHED 1975; EMPLOYS 10. ANNUAL
SALES DM 2 MILLION ON COMMISSION BASIS. FINANCIAL REF:
STADTSPARKASSE KREFELD, 4150 KREFELD. FIRM IS ENGAGED
IN DESIGNING AND CONSTRUCTION IN COOPERATION WITH SUB-
CONTRACTORS IN THE FIELD OF TURN-KEY OPERATION IN THE
GALVANIZING CHEMICAL REFINERY PLANTS. PRODUCT OF
PLAST-O-MATIC WOULD FIT FIRM'S PROGRAM. COMPANY IS
SELLING WORLDWIDE, EXCEPT US MARKET.

AMCONSUL FRANKFURT REPORTS: ACCORDING TO RELIABLE
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INDUSTRY AND TRADE SOURCES, THE WEST GERMAN MARKET FOR
VALVES, PUMPS, AND ACCESSORIES, MADE OF DURABLE AND
SPECIAL PLASTICS, IS HIGHLY SPECIALIZED AND TIGHT,
AND DOMINATED BY THE FOLLOWING FOUR DOMESTIC ORIGINAL
EQUIPMENT MANUFACTURING COMPANIES: (1) GEORG FISCHER,
SINGEN/HOHENTWIEL, THE LARGEST SUCH PRODUCER WITH A
WIDE VARIETY OF PRODUCTS IN THE SECTORS OF PUMPS AND

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VALVES; (2) MASCHINENFABRIK STUBBE, VLOTHO-WESER; (3) ISOLA WERKE AG, DUEREN, WHICH ADDED IN 1976 PLASTIC VALVES TO ITS PRODUCTION LINE; (4) SCHRUPP & CO., BETZDORF/SIEG. ANOTHER PARTICULARITY OF THIS WEST GERMAN MARKET IS THE ABSENCE OF MANUFACTURERS AGENTS AND/OR DISTRIBUTORS - SINCE THE PRODUCTS ARE SOLD BY DOMESTIC MANUFACTURERS DIRECTLY TO END-USERS. ENTRY INTO THE DOMESTIC GERMAN MARKET FOR ANY NEW-COMING COMPETING MANUFACTURER FROM OUTSIDE, THEREFORE, WOULD APPEAR TO BE FEASIBLE EITHER THROUGH A DIRECT COOPERATIVE ARRANGEMENT WITH ANY OF THE EXISTING PRO-DUCERS, OR BY ESTABLISHING A SUBSIDIARY FACILITY.
NOTE: THE WEST GERMAN PLASTICS MANUFACTURER, MUEHL-HEIMER KUNSTSTOFFWERKE, MUEHLHEIM/RUHR, HAS CONCLUDED A COOPERATIVE/LICENSING/DISTRIBUTION ARRANGEMENT WITH THE ITALIAN COMPANY F.I.P., A LEADING MFR OF PLASTIC VALVES, FITTINGS, AND PUMPS, COMPETING WITH THE PRO-DUCTS OF GEORG FISCHER.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR MEEHAN

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Capture Date: 01 jan 1994
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Disposition Date: 01 jan 1960
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Subject: ADS REQUEST - PLASTO-O-MATIC VALVES, INC., TOTOWA, NEW JERSEY DESPITE EXTENSIVE CANVASSING THE EMBASSY COULD LOC
TAGS: BEXP, GE
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